

2000 Kansas City Citizen Survey

April 2000

City Auditor's Office

City of Kansas City, Missouri

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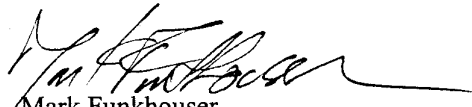
April 12, 2000

Honorable Mayor and Members of the City Council:

This report presents the results of the 2000 Kansas City citizen survey. The survey asked city residents to rate Kansas City, city government, their feeling of safety, their satisfaction with several city services, and services most in need of attention. About 1,200 households are represented in the survey, which was administered by telephone in February. The survey was conducted by ETC Institute as part of their DirectionFinder project, an effort to conduct similar surveys in many jurisdictions and compare the results. This report includes results for Kansas City, Missouri, only. A comparative report of results for more than 20 cities in the metropolitan area is planned for release in August.

Most of our conclusions and interpretation of the survey results will be based on the comparative results. At this time, however, a few observations about the results are worth noting. First the pattern of satisfaction among basic city services appears similar to the results of our 1998 citizen survey and our 1999 survey of Kansas City businesses. Second, infrastructure-related services dominate the issues that respondents said should receive the most emphasis in the next two years. Third, residents who said they live in areas with new street lights reported more satisfaction with street lighting than those who said they do not have the new lights.

The report includes a summary, graphs and tables for the citywide survey results. An appendix showing results by city council district is available on request from the City Auditor's Office. Management staff of several city departments reviewed an earlier version of the survey questionnaire; their comments and suggestions contributed to the final product. Mary Jo Emanuele managed the contract with ETC Institute, and Leslie Ward supervised the project.


Mark Funkhouser
City Auditor

DirectionFinder Survey

Findings Report

conducted for

the City of Kansas City, Missouri

by

ETC Institute

725 West Frontier
Olathe, Kansas 66061
(913) 829-1215

April 2000

DirectionFinder Survey

Executive Summary Report

Overview

ETC Institute administered a survey for the City of Kansas City, Missouri during February 2000. The purpose of the survey was to objectively measure citizen satisfaction with city services and to identify needs among residents of the City. The survey is similar to the City's 1996 and 1998 citizen surveys.

This report contains (1) an executive summary of the major findings, (2) importance-satisfaction analysis, (3) charts depicting the overall results of the survey, (4) tabular data for the overall results to each question on the survey, and (5) a copy of the survey instrument. Significant differences among council districts are identified in the Cross Tabulations section of this report.

Methodology

The survey was administered by telephone to 1,205 households throughout the City. At least 200 surveys were completed in each of the six city council districts. The overall results of the survey have a 95% level of confidence with a precision of at least +/- 2.9%. The results for each council district have a 95% level of confidence with a precision of at least +/- 7%.

Improved Demographic Representation. The decision to administer the survey by phone was done in part to enhance the demographic representation of the sample. Mail surveys are frequently affected by non-response bias because some demographic groups do not respond. The 1998 survey had a relatively high percentage of respondents age 65 and older (33%) and a relatively high percentage of Caucasian/white respondents (77%) as compared to the 1990 Census. According to the 1990 Census, 18% of the City's adult population is age 65 or older and 67% of the population is Caucasian/white. The 2000 survey which was administered by phone was more representative of these groups. Twenty-one percent (21%) of the respondents were age 65 or older and 68% of the respondents indicated they were Caucasian/white. In addition, 25% of the participants in the 2000 survey were African American compared to 17% of the respondents to the 1998 survey.

Change in rating scale. The content of the 2000 survey was based on the 1996 and 1998 surveys. The major difference is that the 2000 survey had respondents provide ratings on a 5-point scale and the 1996 and 1998 surveys used a 4-point scale. The advantage to the 5-point scale is that the results of the 2000 can be compared to the results of surveys that are being administered in more than 20 other cities in the Kansas City area this year. In July 2000, ETC Institute will provide the City with benchmarking data for more than 20 cities in the region. This data will provide context for interpreting what the percentages mean (i.e., if 62% of the residents surveyed are satisfied with a particular service, is that good or bad?).

The disadvantage of the change in scale is that it is difficult to determine whether changes from 1998 to 2000 are statistically significant since the ratings are based on different scales. **A review of the positive ratings from both the 1998 and 2000 surveys showed that although there were some changes in the ratings from one period to the next, the overall level of satisfaction with city services appears to have stayed about the same.**

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of some city services. For graphical purposes, the percentage of “don’t know” responses have been excluded to facilitate valid visual comparisons. To ensure that the percentage of “don’t know” responses for each question is not overlooked, the percentages are provided with the tabular data in this report. In the text of this report, the phrase “of those *who had an opinion*” is used to indicate if the “don’t know” responses have been excluded in the determination of the stated percentages.

Major Findings

- **Overall quality of services provided by the City of Kansas City, Missouri.** Seventy-one percent (71%) *who had an opinion* were satisfied with the quality of police, fire, and ambulance services. More than half were satisfied with water/sewer utilities, parks and recreation, customer service and local public health services. Less than half were satisfied with enforcement of city codes, effectiveness of communication with the public, and the City’s storm water runoff system. Less than one-fourth were satisfied with the maintenance of City streets and buildings.

■ **Services that residents think should receive the most emphasis over the next two years.**

The three major areas that residents think should receive the most emphasis from the City over the next two years are:

1. the maintenance of City streets, buildings, and facilities
2. the City's stormwater runoff system
3. city communication with the public.

■ **Residents are mixed on their level of satisfaction with the overall image of the City of Kansas City, Missouri.** Fifty-five percent (55%) *who had an opinion* were satisfied with the overall image of the City and 60% were satisfied with the overall quality of life in the City. However, less than half (41%) were satisfied with how well the City is planning growth and 36% were satisfied with the overall value received for their tax dollars.

■ **Public Safety.** Eighty-four percent of those surveyed *who had an opinion* indicated that they were satisfied with the quality of local fire protection; 72% indicated that they were satisfied with local ambulance service; 64% were satisfied with how quickly public safety personnel respond to emergencies, 63% were satisfied with the quality of local police protection; 50% were satisfied with the visibility of police in neighborhoods, the enforcement of local traffic laws, and the City's overall efforts to prevent crime; 49% were satisfied with the visibility of police in certain areas; and 48% were satisfied with the quality of animal control.

■ **Parks and Recreation.** The majority of *those who had an opinion* were satisfied with the number of city parks (60%) and the maintenance of city parks (58%). Less than half of those surveyed *who had an opinion* were satisfied with City golf courses (46%), outdoor athletic fields (47%), City recreation programs/classes (43%), ease of registering for programs (42%), walking/biking trails in the City (36%), fees charged for recreation programs (44%), the quality of the City's youth athletic programs (39%), and the quality of the City's adult athletic programs (35%). Less than one-fifth (19%) were satisfied with the City's swimming pools. **More than one-third of those surveyed were unable to provide ratings because they seldom use city parks and recreation programs or facilities.**

■ **City Maintenance.** The majority of *those who had an opinion* were satisfied with the quality of trash collection services (66%), the adequacy of street lighting (60%), snow removal on major City streets (62%) and maintenance of traffic signals (66%). The lowest level of satisfaction related to the maintenance of city streets (22%), maintenance of City sidewalks (25%), and Snow removal on residential streets (24%).

- **Impact of New Street Lighting.** Of those who reported they had new street lighting in their neighborhood, 74% reported that they were satisfied with the quality of city street lighting compared to 46% of those who indicated they did not have new street lighting in their neighborhood.

- **Code Enforcement.** Residents are generally not satisfied with the enforcement of the maintenance of residential property, the enforcement of the mowing and trimming on private property, the clean up of litter and debris on private property, and the prosecuting of illegal dumping activities.

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Kansas City, Missouri

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two (2) of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding 'don't knows'). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = Importance \times (1 - Satisfaction)]$.

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Twenty-five percent (25%) of the respondents *who had an opinion* selected *parks and recreation* as one of their top three choices; 8% selected it as their first choice, 9% selected it as their second choice and 8% selected it as their third choice. The combined sum of 25% ranked *parks and recreation* as the fifth most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked second overall with 59% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 25% was multiplied by 41% (1-0.59). This calculation yielded an I-S rating of 0.1025, which was ranked sixth out of nine major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next three years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should be a very high priority for the City. In this range, the City should definitely increase the current level of emphasis. Ratings from .10 to .20 identify service areas that are high priorities and should, at a minimum, continue to receive the current level of emphasis. Ratings that are between 0.05 and .10 identify service areas that are of medium priority where the City should not increase the current level of emphasis. Ratings that are 0.05 or less identify service areas that are of low priority where the City should consider decreasing the current level of emphasis.

- *Very High Priority: Definitely Increase Emphasis ($IS \geq 0.20$)*
- *High Priority: Maintain or Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Medium Priority - Do Not Increase Current Emphasis ($0.05 < IS < 0.10$)*
- *Low Priority - Decrease Current Emphasis ($IS \leq 0.05$)*

The results for Kansas City, Missouri are provided on the following page.

Importance-Satisfaction Rating

City of Kansas City, Missouri

February 2000

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (>.20)						
Maintenance of Streets, Buildings, and Other City Facilities	67%	1	24%	9	0.5092	1
Stormwater Runoff System	40%	2	34%	8	0.2640	2
High Priority (.10-.20)						
Communication with the Public	29%	3	38%	7	0.1798	3
Enforcement of Codes and Ordinances	25%	5	40%	6	0.1500	4
Water and Sewer Utilities	25%	5	57%	3	0.1075	5
Parks and Recreation	25%	5	59%	2	0.1025	6
Medium Priority (<.10)						
Quality of Customer Service	18%	8	55%	5	0.0810	7
Police, Fire and Ambulance Service	27%	4	71%	1	0.0783	8
Local Public Health Services	18%	8	57%	3	0.0774	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

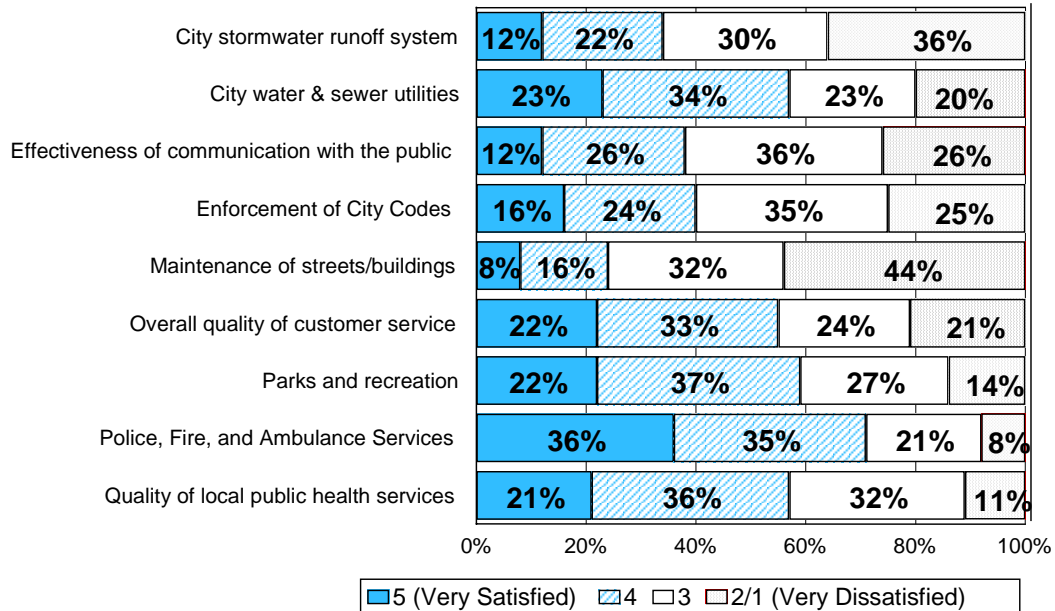
The "Satisfaction" percentage represents the sum of the ratings "4" and "5" (excluding don't knows). Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Charts and Graphs

Overall Satisfaction With City Services by Major Category

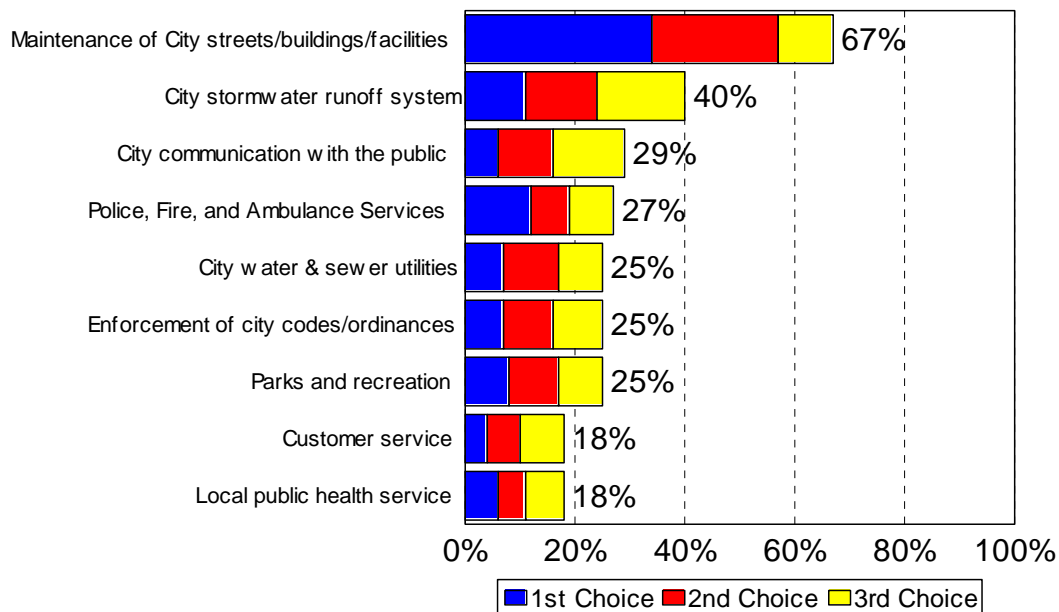
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

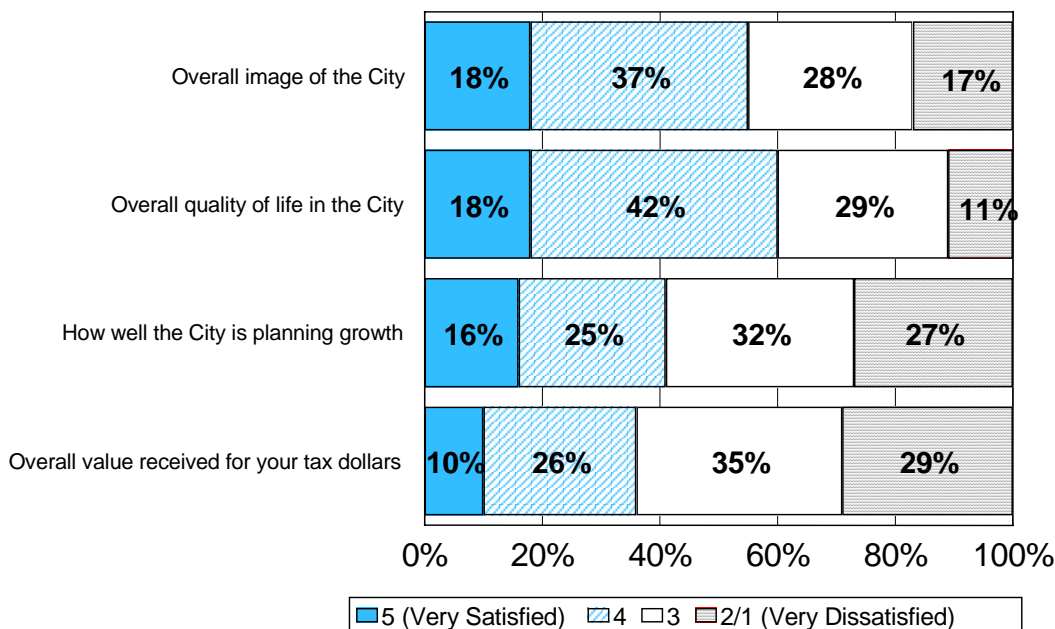
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Satisfaction With Items That Influence the Perception Residents Have of the City

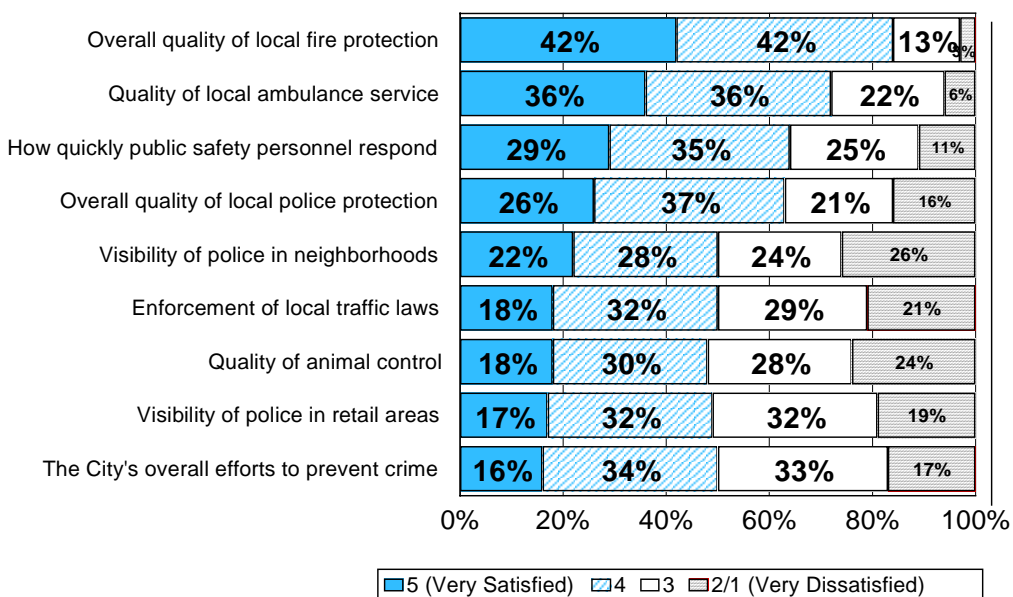
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't knows")



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Satisfaction with Various Aspects of Public Safety

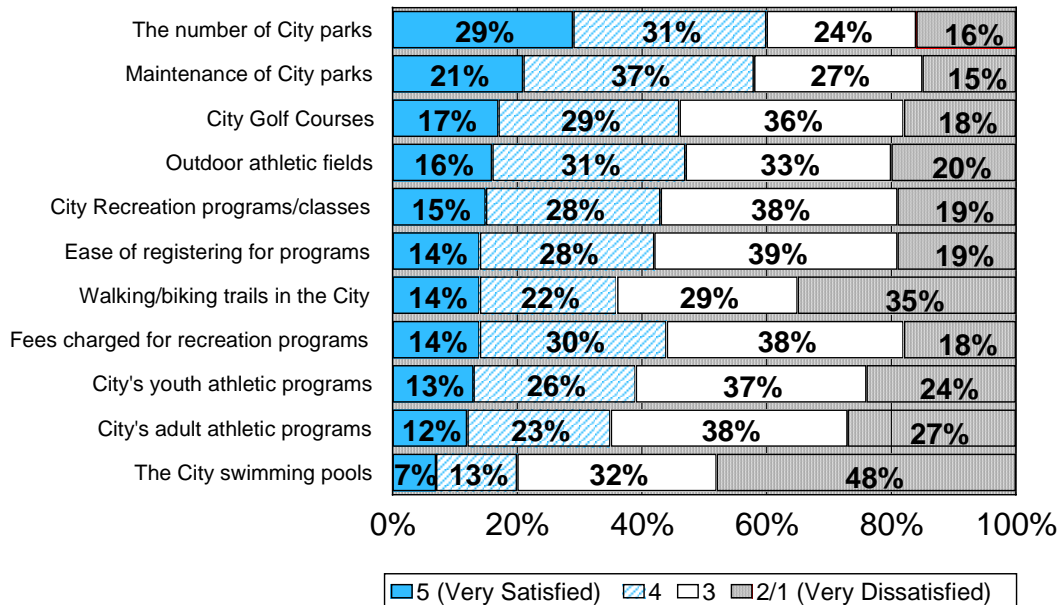
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Satisfaction with Various Aspects of Parks and Recreation

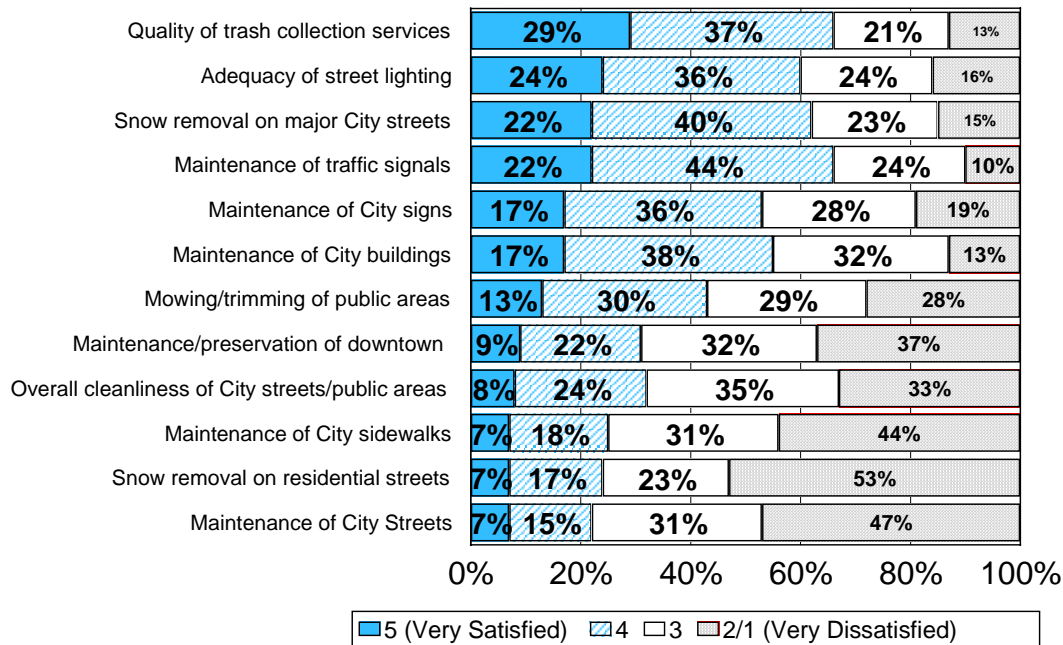
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Satisfaction with Various Aspects of City Maintenance

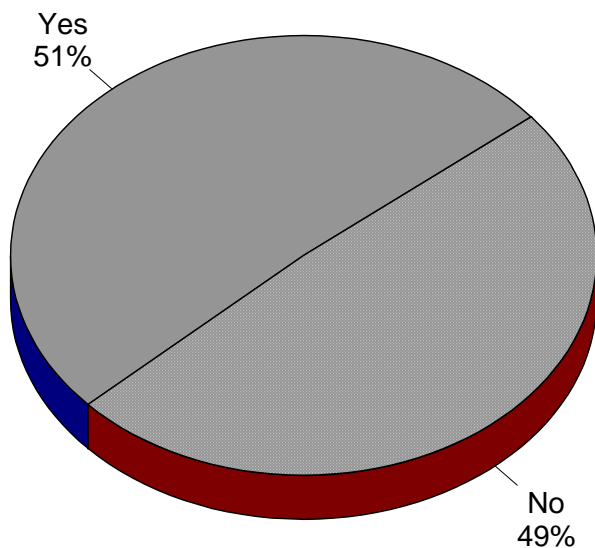
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Do You Live in an Area with New Street Lighting?

by percentage of respondents

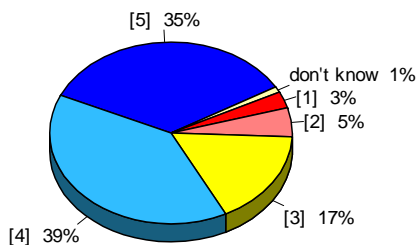


Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

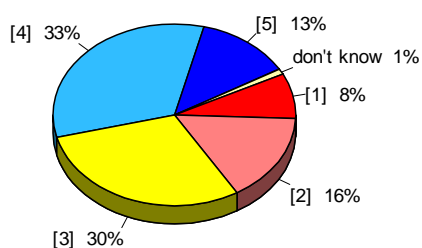
Satisfaction With City Street Lighting

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale

Residents Reporting They Have New Street Lighting



Residents Reporting They DO NOT Have New Street Lighting

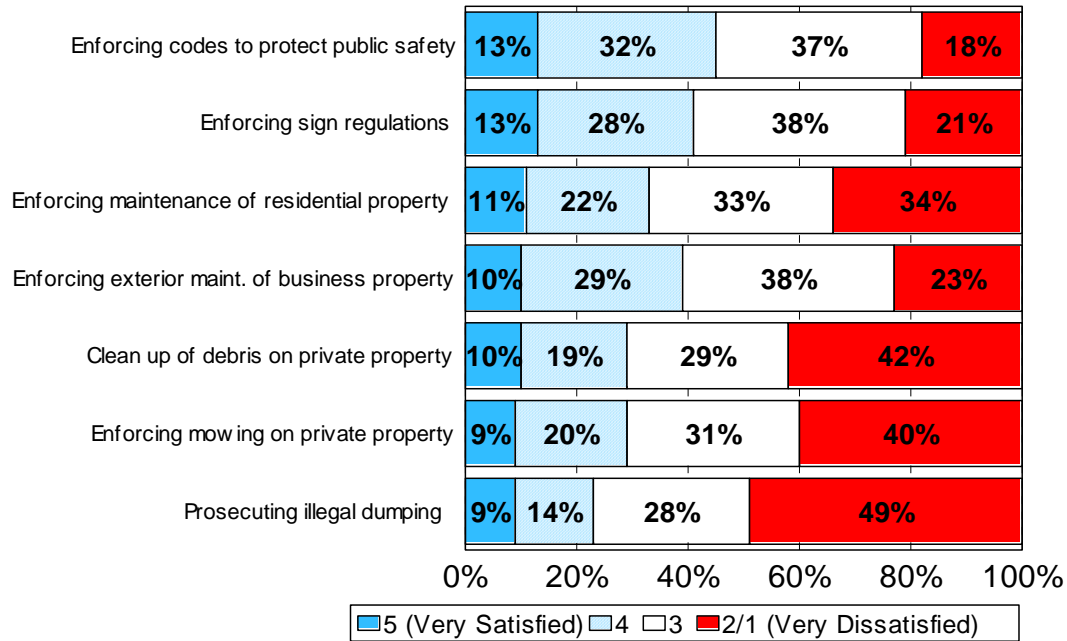


A Rating of 5 = Very Satisfied
A Rating of 1 = Very Dissatisfied

Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Satisfaction with Enforcement of City Codes and Ordinances

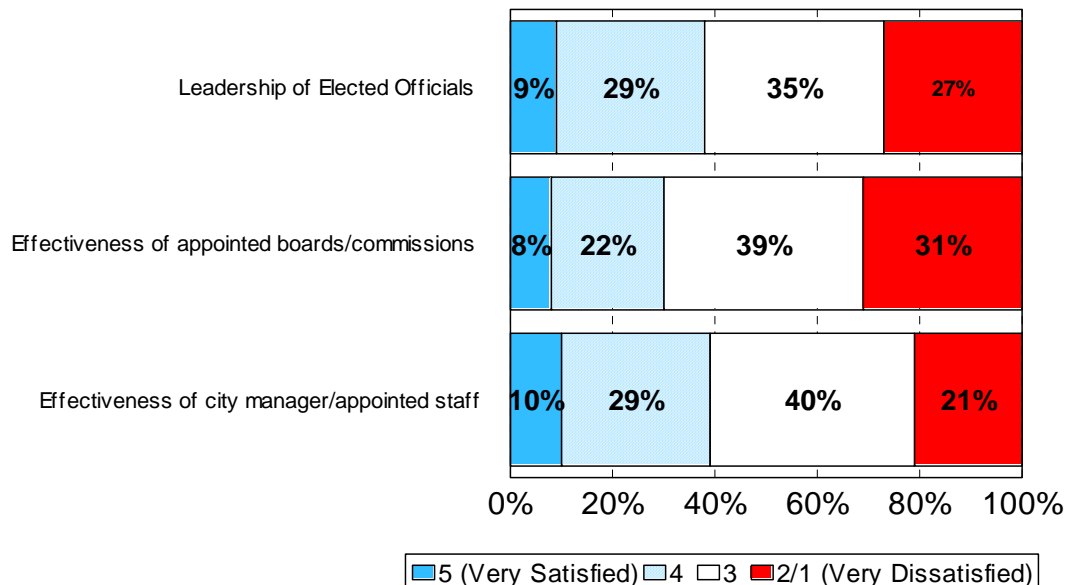
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't know s)



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Satisfaction with City Leadership

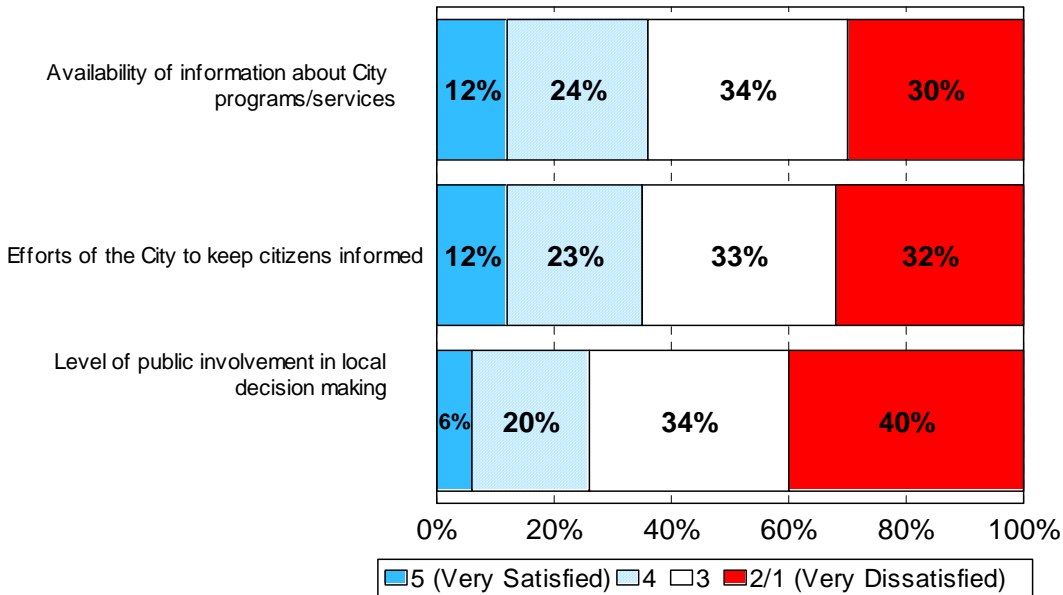
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't know s)



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Satisfaction with Various Aspects of City Communications

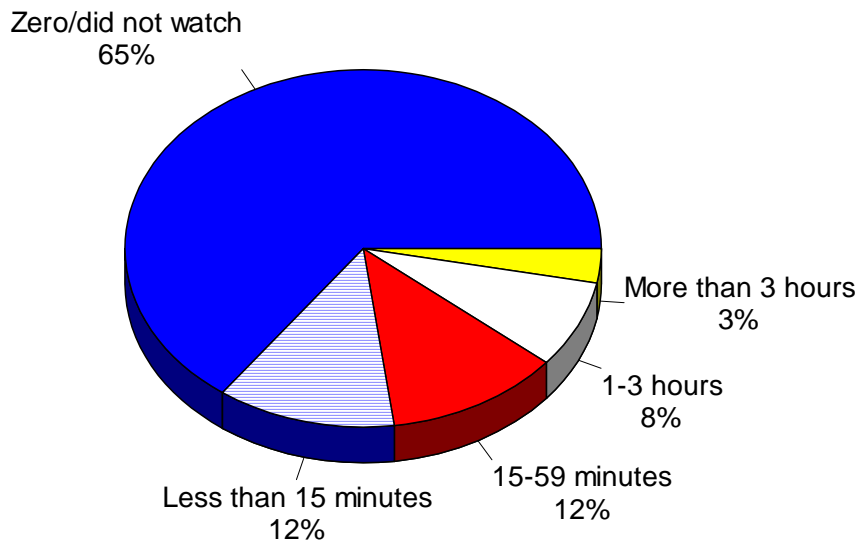
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't know's)



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Weekly Viewership of City's Cable Television Channel

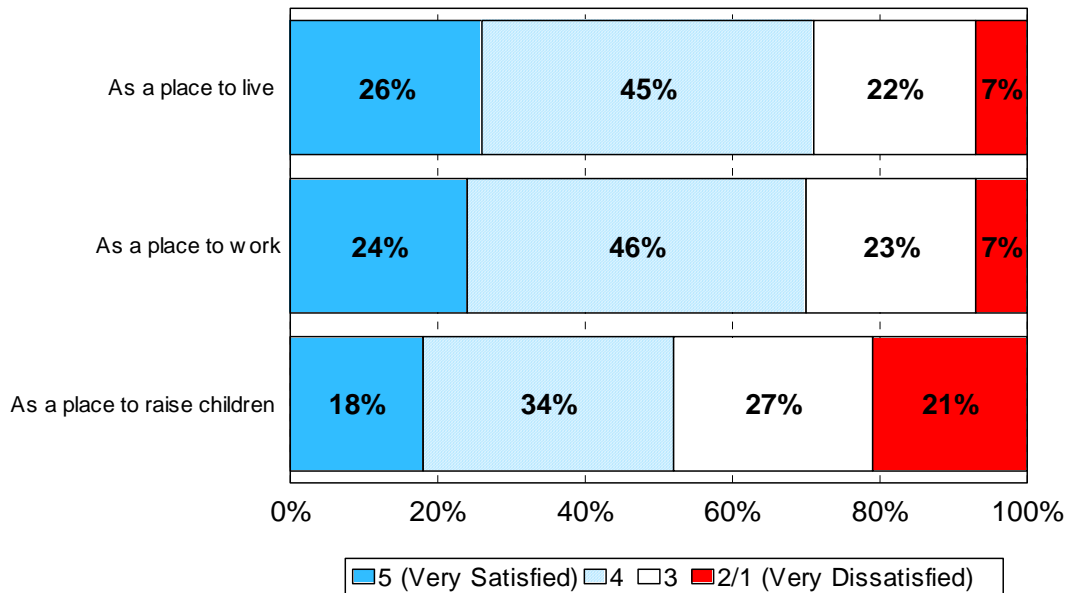
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

How Respondents Rate Kansas City As a Place to Live, Work, Raise Children

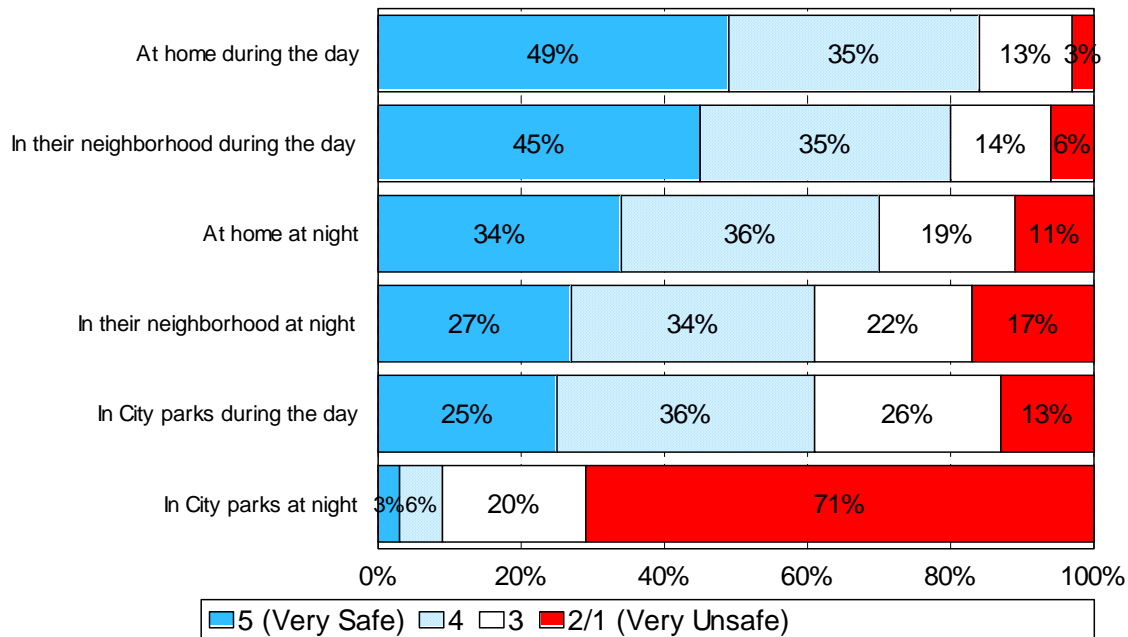
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't know's)



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

How Safe Residents Feel

by percentage of respondents

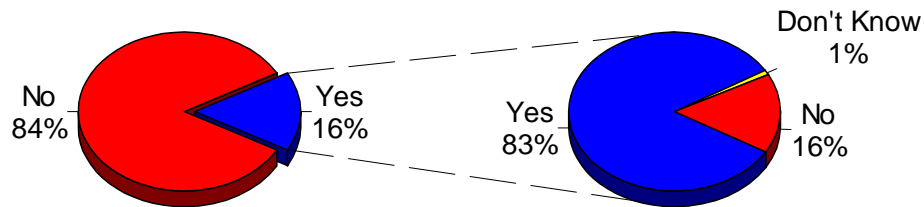


Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Was Anyone in Your Household a Victim of a Crime During the Last Year?

by percentage of respondents

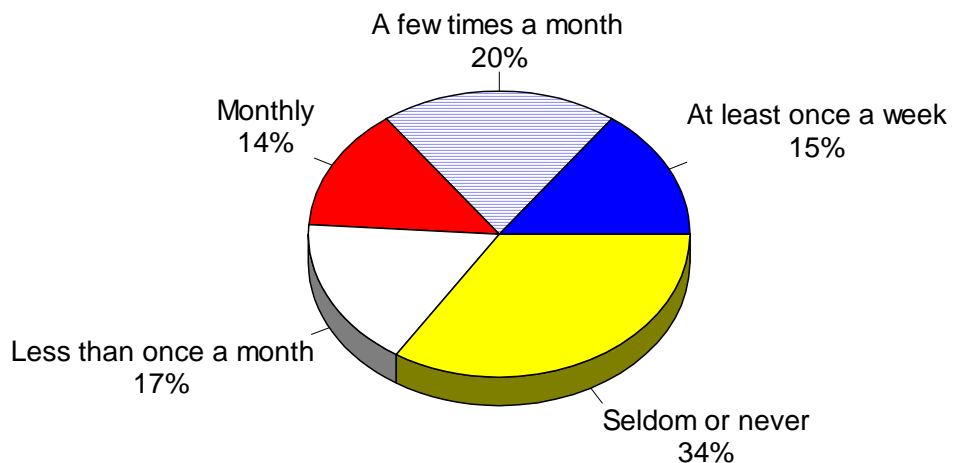
For those who were victims of a crime and answered "yes", was the crime reported to the Kansas City, Missouri Police Department?



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

How Frequently Households Visited Any City Parks During the Last 12 Months

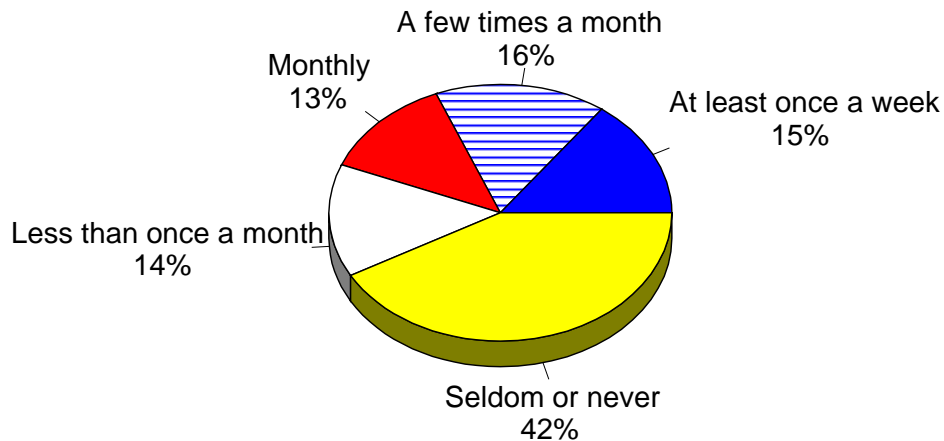
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

How Frequently Households Visited the City Park Nearest to Their Home During the Last 12 Months

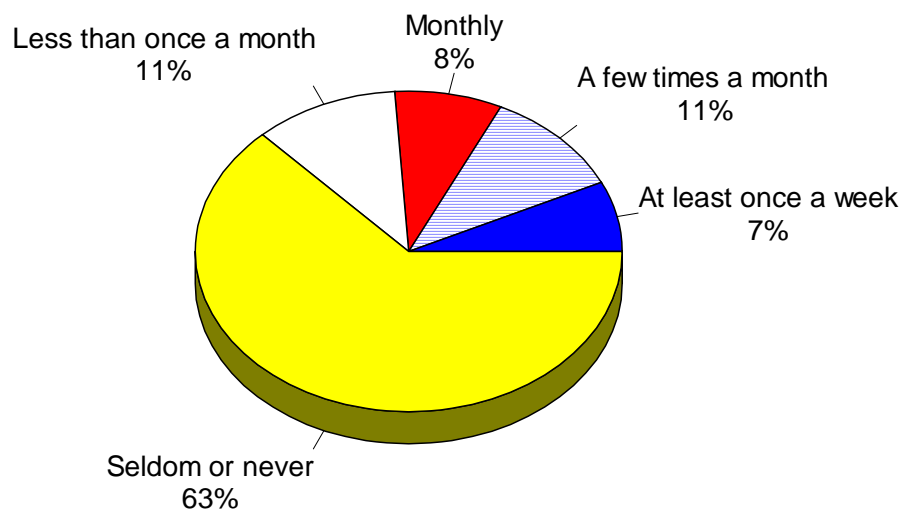
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

How Frequently Households Used City Recreation Facilities During the Last 12 Months

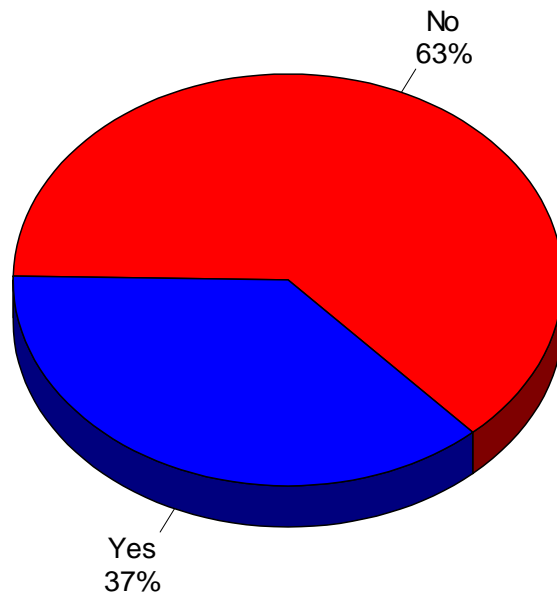
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Have Any Adult Members of Your Household Used the Internet from Home During the Past Week?

by percentage of respondents

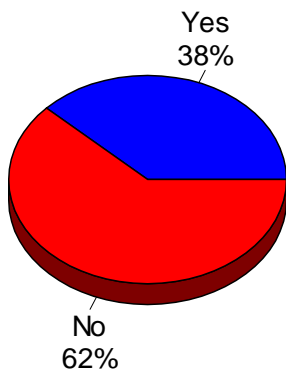


Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

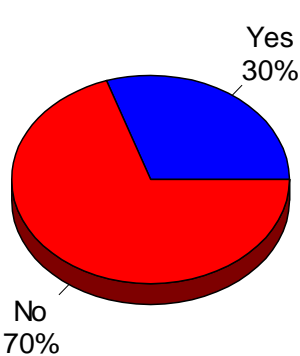
Would You Use the Internet To Do Any of the Following?

by percentage of respondents

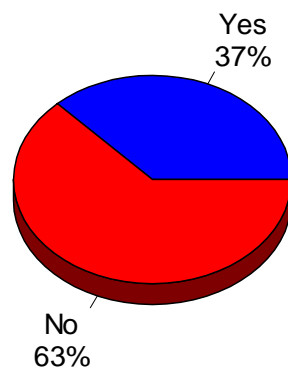
Sign up for City parks and recreation programs?



Pay municipal court fines?



Obtain City permits?

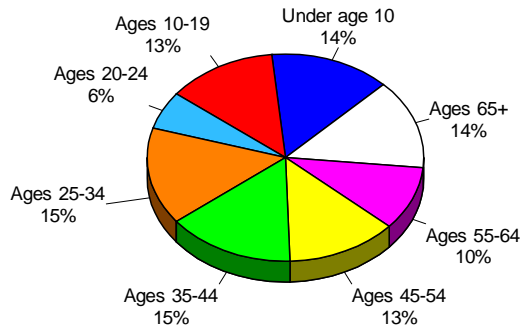


Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

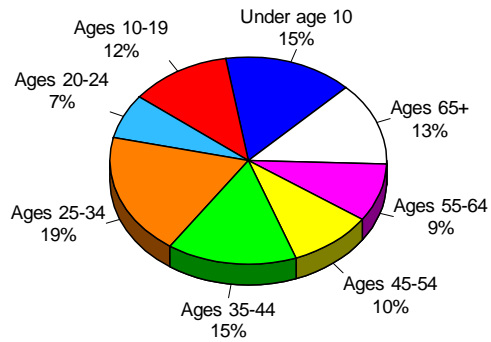
Demographics: Ages of Household Occupants

by percentage of all persons in the households surveyed

SAMPLE



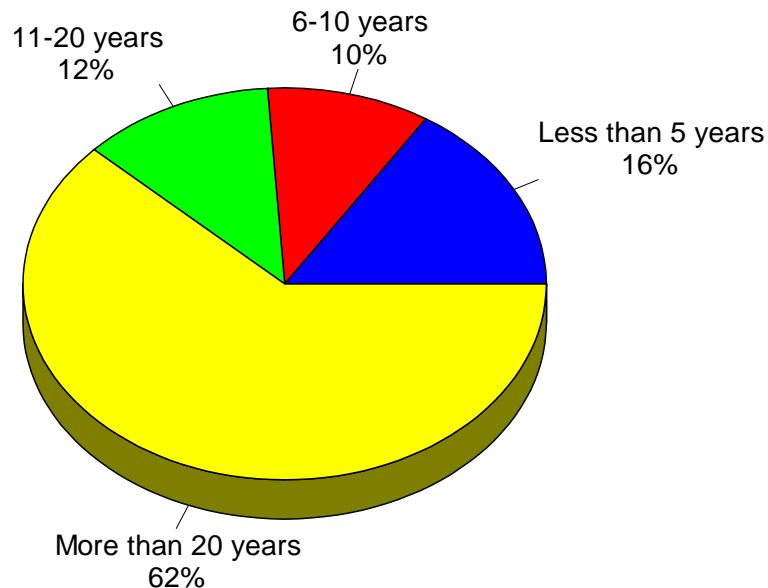
1990 CENSUS



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Demographics: Years Lived in Kansas City

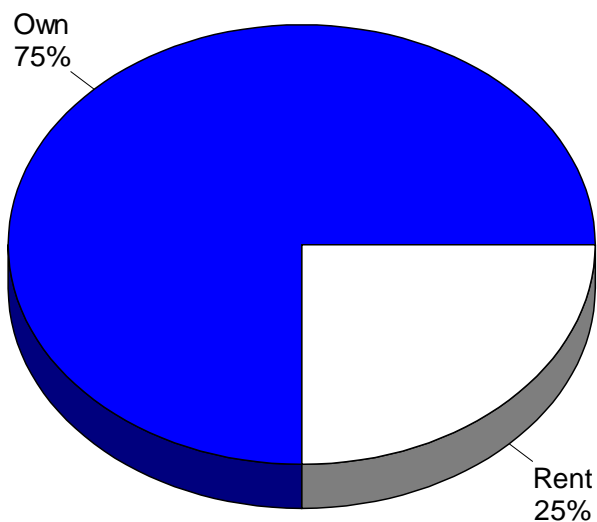
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Demographics: Do You Own or Rent Your Home?

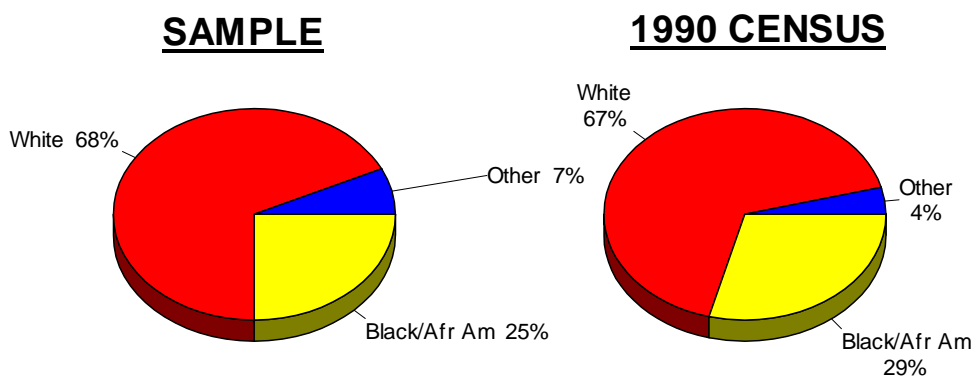
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Demographics: Race/Ethnicity

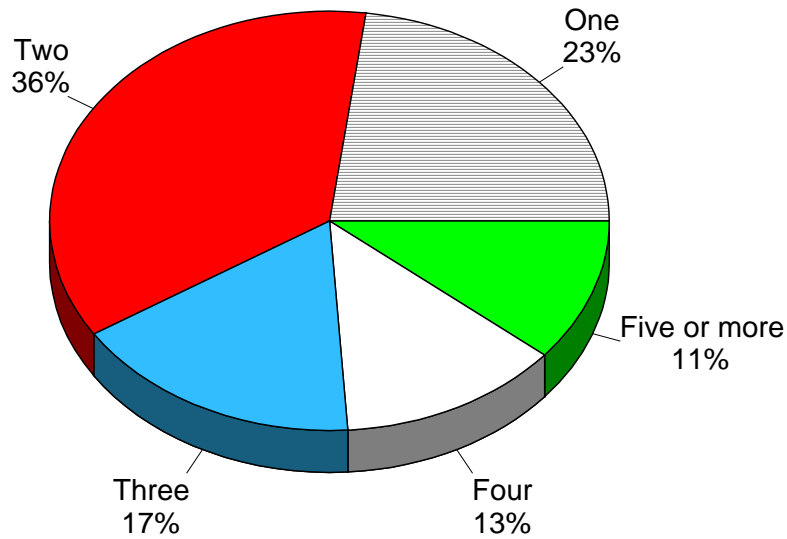
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Demographics: Number of People in Household

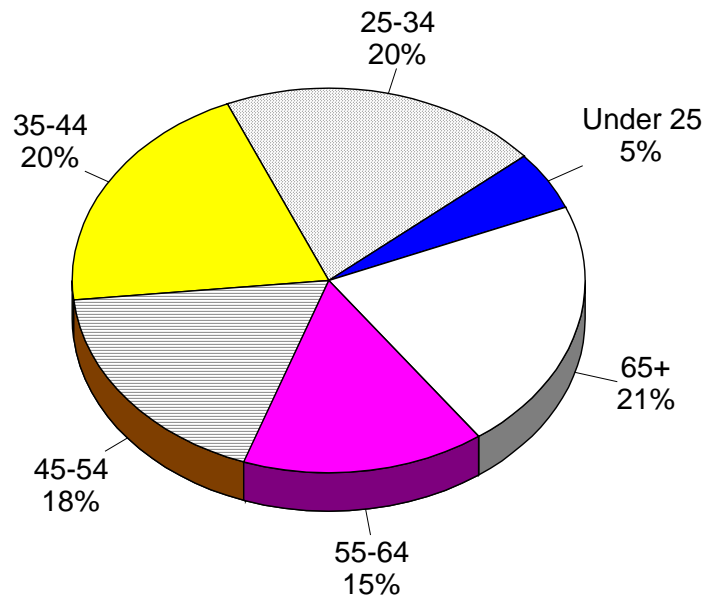
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Demographics: Age of Respondent

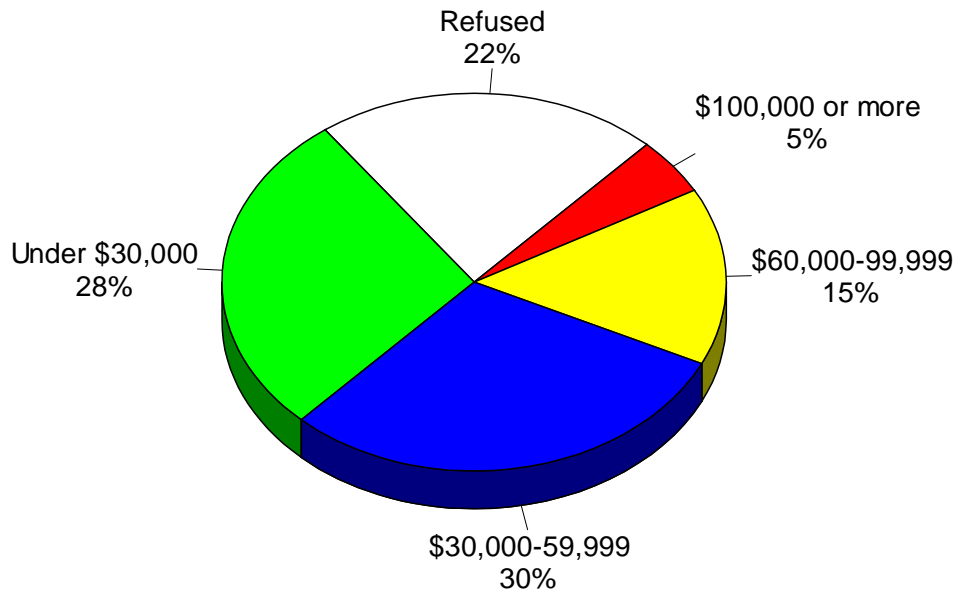
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Demographics: Total Annual Household Income

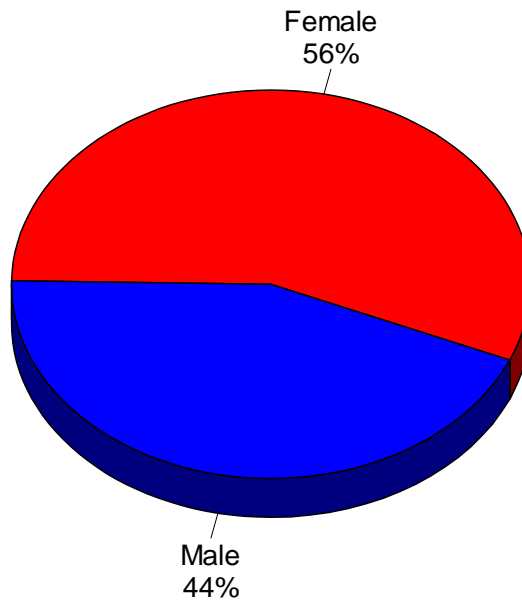
by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (February 2000 - Kansas City, MO)

Tabular Data

City of Kansas City, Missouri

DirectionFinder Survey

OVERALL SATISFACTION

-
1. I would like to begin by asking you to rate your overall satisfaction with major categories of services provided by the City of Kansas City, Missouri. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i><u>How satisfied are you with:</u></i>	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
Overall quality of police, fire, and ambulance services	34	33	19	5	3	6
Overall quality of City parks and recreation programs and facilities	20	34	24	8	5	9
Overall maintenance of city streets, buildings and facilities	8	16	32	23	21	<1
Overall quality of City water and sewer utilities	23	34	23	9	9	2
Overall enforcement of city codes and ordinances	13	21	31	12	11	12
Overall quality of customer service you receive from City employees	20	31	22	10	9	8
Overall effectiveness of city communication with the public	11	25	34	15	10	5
Overall quality of the City's storm water runoff/storm water management system	11	20	27	18	15	9
Overall quality of local public health services	16	28	25	5	4	22

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

%	<u>First Choice</u> %	<u>Second Choice</u> %	<u>Third Choice</u> %	<u>Top Choice</u>
Overall quality of police, fire, and ambulance services	12	7	8	27
Overall quality of City parks and recreation programs and facilities	8	9	8	25
Overall maintenance of city streets, buildings and facilities	34	23	10	67
Overall quality of City water and sewer utilities	7	10	8	25
Overall enforcement of city codes and ordinances	7	9	9	25
Overall quality of customer service you receive from City employees	4	6	8	18
Overall effectiveness of city communication with the public	6	10	13	29
Overall quality of the City's storm water runoff/storm water management system	11	13	16	40
Overall quality of local public health services	6	5	7	18
None	5	0	0	5

3. Next, I'd like you to rate your overall satisfaction with several items that may influence your perception of the City of Kansas City. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
<u>How satisfied are you with:</u>						
Overall value that you receive for your City tax dollars and fees	9	26	34	15	14	2
Overall image of the City	18	37	28	12	5	<1
How well the City is planning growth	15	23	30	16	9	7
Overall quality of life in the City	18	42	28	8	3	1

4. I'll begin by asking about your satisfaction with various aspects of public safety.

How satisfied are you with:

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neutral</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
	%	%	%	%	%	%
Overall quality of local police protection	25	36	21	9	7	2
The visibility of police in neighborhoods	21	28	24	16	10	1
The visibility of police in retail areas	16	30	31	12	6	5
The City's overall efforts to prevent crime	15	33	32	11	6	3
Enforcement of local traffic laws	18	31	28	12	8	3
Overall quality of local fire protection	39	39	12	2	1	7
Quality of local ambulance service	30	30	18	3	2	17
How quickly public safety personnel respond to emergencies	24	30	21	7	3	15
Quality of animal control	16	27	26	12	10	9

5. Next, I'd like to ask you about parks and recreation. How satisfied are you with:

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neutral</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
	%	%	%	%	%	%
Maintenance of City parks	19	33	24	10	4	10
The number of City parks	26	28	22	9	4	11
Walking and biking trails	11	17	23	18	11	20
City Swimming pools	5	9	21	17	14	34
City Golf Courses	10	17	21	6	4	42
Outdoor athletic fields (i.e. baseball, soccer, and flag football)	12	23	25	10	5	25
The City's youth athletic programs	8	16	23	10	5	38
The City's adult athletic programs	7	13	22	9	5	44
Other City recreation programs, such as classes, trips, and special events	9	17	23	9	3	39
Ease of registering for programs	8	15	22	7	3	45
Fees that are charged for recreation Programs	8	17	22	6	4	43

6. Now, I'm going to ask you about city maintenance. How satisfied are you with:

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
Maintenance of City streets	7	15	31	26	21	<1
Maintenance of sidewalks in the city	6	17	29	21	21	6
Maintenance of street signs	16	35	28	12	7	2
Maintenance of traffic signals	22	43	24	7	3	1
Maintenance and preservation of downtown Kansas City, MO	8	19	28	19	14	12
Maintenance of city buildings, such as City Hall	14	32	27	8	3	16
Snow removal on major City streets	22	39	22	9	6	2
Snow removal on streets in residential areas	7	17	23	24	27	2
Mowing and trimming along City streets and other public areas	12	29	28	17	11	3
Overall cleanliness of City streets and other public areas	8	24	35	19	13	1
Overall quality of trash collection services	28	37	20	7	6	2
Adequacy of City street lighting	24	36	23	10	6	1

6a. Do you live in an area with new street lighting?

<u>Respondents</u>	<u>Percentage of</u> %
Yes	51
No	49

7. The next topic involves enforcement of city codes and ordinances. How satisfied are

you with:

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
Maintenance the clean up of litter and debris on private property	9	17	26	20	17	11
Enforcing the mowing and cutting of weeds on private property	8	18	29	20	16	9
Enforcing the maintenance of residential property	10	20	29	18	13	10
Enforcing the exterior maintenance of business property	9	24	32	13	7	15
Enforcing codes designed to protect public safety and public health	10	27	31	10	5	17
Enforcing sign regulations	10	23	32	11	6	18
Enforcing and prosecuting illegal dumping activities	8	12	23	18	21	18

8. I'd now like to ask you some questions about City leadership. How satisfied are you with:

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
Overall quality of leadership provided by the City's elected officials	8	27	33	17	9	6
Overall effectiveness of appointed boards and commissions	7	20	34	17	10	12
Overall effectiveness of the city manager and appointed staff	9	26	35	12	6	12

9. Next, I'm going to ask you questions about City communications. How satisfied are you with:

	<u>Very Satisfied</u> %	<u>Somewhat Satisfied</u> %	<u>Neutral</u> %	<u>Somewhat Dissatisfied</u> %	<u>Very Dissatisfied</u> %	<u>Don't Know</u> %
Maintenance availability of information about City programs and services	11	23	31	17	10	8
City efforts to keep you informed about local issues	11	22	31	20	11	5
The level of public involvement in local decision making	5	18	31	23	13	10

CITY SPECIFIC QUESTIONS

- 10. During the past week, approximately how many minutes did you or other members of your household watch the City's cable television Channel ?**

<u>Respondents</u>	Percentage of %
Zero/did not watch at all	65
Less than 15 minutes	12 15-59
minutes	12 1-3
hours	8 More
than 3 hours	3

- 11. I would now like you to rate Kansas City, Missouri, on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:**

<u>How would you rate Kansas City, Missouri:</u>	<u>Excellent</u>	<u>Good</u>	<u>Below Neutral</u>	<u>Average</u>	<u>Poor</u>	<u>Don't Know</u>
%	%	%	%	%	%	%
As a place to live	26	45	22	4	3	0
As a place to raise children	18	33	26	13	8	2
As a place to work	24	45	22	5	2	2

- 12. On a scale of 1 to 5 where 5 means "very SAFE" and 1 means "very UNSAFE," please rate how safe you feel in the following situations:**

<u>How would you rate Kansas City, Missouri:</u>	<u>Very safe</u>	<u>Safe</u>	<u>Neutral</u>	<u>Unsafe</u>	<u>Very unsafe</u>	<u>Don't Know</u>
%	%	%	%	%	%	%
At home during the day	48	35	13	3	1	<1
At home at night	34	36	19	8	3	<1
In your neighborhood during the day	45	36	14	4	1	<1
In your neighborhood at night	27	33	22	11	6	<1
In City parks during the day	21	32	23	7	4	13
In City parks at night	3	5	16	24	37	15

13. Were you or anyone in your household the victim of any crime in Kansas City, Missouri during the past 12 months ?

Percentage of
Respondents
%

Yes	16
No	84

13a. Did you or another member of your household report the crime to the Kansas City, Missouri, Police Department?

Percentage of
Respondents
%

Yes	83
No	16
Don't know	1

14. During the past 12 months, approximately how many times did you or other members of your household visit any parks in Kansas City, Missouri?

Percentage of
Respondents
%

At least once a week	15
A few times a month	20
Monthly	14
Less than once a month	17
Seldom or never	34

15. During the past 12 months, approximately how many times did you or other members of your household visit a park in Kansas City, Missouri that is near your home?

Percentage of
Respondents
%

At least once a week	15
A few times a month	16
Monthly	13
Less than once a month	14
Seldom or never	42

16. During the past 12 months, approximately how many times did you or other members of your household use City recreation facilities, such as swimming pools, community centers, sports fields, or golf courses?

	Percentage of <u>Respondents</u> %
At least once a week	7
A few times a month	11
Monthly	8
Less than once a month	11
Seldom or never	63

17. Would you use the Internet to do any of the following?

	<u>YES</u> %	<u>NO</u> %
Sign up for City parks and recreation programs?	38	62
Pay municipal court fines?	30	70
Obtain City permits?	37	63

DEMOGRAPHICS

18. Counting yourself, how many people regularly live in your household?

	Percentage of <u>Respondents</u> %
One	23
Two	36
Three	17
Four	13
Five	7
Six+	4

19. How many (counting yourself), are?

	Percentage of <u>Respondents</u> %
Under age 5	7
Ages 5-9	7
Ages 10-14	7
Ages 15-19	6
Ages 20-24	6
Ages 25-34	15
Ages 35-44	15
Ages 45-54	13
Ages 55-64	10
Ages 65-74	9
Ages 75+	5

20. Approximately how many years have you lived in the City of Kansas City?

	<u>Percentage of Respondents</u> %
Less than 5 years	16
5-10 years	10
11-20 years	12
More than 20 years	62

21. Do you own or rent your current residence?

	<u>Percentage of Respondents</u> %
Own	75
Rent	25

22. Which of the following best describes your race/ethnicity (check all that apply)?

	<u>Percentage of Respondents</u> %
Asian/Pacific Islander	1
White	68
American Indian/Eskimo	2
Black/African American	25
Hispanic	2
Other	2

23. What is your age?

Percentage of	<u>Respondents</u> %
Under 25	5
25 to 34	20
35 to 44	20
45 to 54	18
55 to 64	15
65+	21
None Given	<1

24. Would you say your total household income is:

	Percentage of <u>Respondents</u> %
Under \$30,000	28
\$30,000 to \$59,999	30
\$60,000 to \$99,999	15
\$100,000 or more	5
refused	22

25. Respondent's sex:

	Percentage of <u>Respondents</u> %
Male	44
Female	56

26. Have you or other adult members of your household used the Internet from your home during the past week?

	Percentage of <u>Respondents</u> %
Yes	37
No	63

Survey Instrument

City of Kansas City, Missouri

District: 1 2 3 4 5 6 DirectionFinder Survey

This is _____. I am calling for the City of Kansas City. City leaders would like your opinion about how well the City is delivering services to residents. Your input will be used to help set community priorities so that tax dollars are spent wisely. Can I have a just few minutes of your time to ask you a few questions? (If asked: the survey takes about 10 minutes; if you are not sure that the respondent is an adult, ask to speak to someone at least 18 years of age)

Do you live in the City limits of Kansas City, Missouri? If YES continue; If NO end interview.

OVERALL SATISFACTION

1. I would like to begin by asking you to rate your overall satisfaction with major categories of services provided by the City of Kansas City, Missouri. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i><u>How satisfied are you with:</u></i>	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall quality of police, fire, and ambulance services.....	5	4	3	2	1	9
(B) Overall quality of City parks and recreation programs and facilities.....	5	4	3	2	1	9
(C) Overall maintenance of city streets, buildings and facilities.....	5	4	3	2	1	9
(D) Overall quality of City water and sewer utilities	5	4	3	2	1	9
(E) Overall enforcement of city codes and ordinances.....	5	4	3	2	1	9
(F) Overall quality of customer service you receive from City employees	5	4	3	2	1	9
(G) Overall effectiveness of city communication with the public	5	4	3	2	1	9
(H) Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
(I) Overall quality of local public health services	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above].

1st

2nd

3rd

3. Next, I'd like you to rate your overall satisfaction with several items that may influence your

perception of the City of Kansas City. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<u>How satisfied are you with:</u>	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Neutral</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) Overall value that you receive for your City tax dollars and fees.....	5	4	3	2	1	9
(B) Overall image of the City	5	4	3	2	1	9
(C) How well the City is planning growth.....	5	4	3	2	1	9
(D) Overall quality of life in the City	5	4	3	2	1	9

I would now like you to rate your satisfaction with specific services and facilities provided by the City of Kansas City, Missouri. For each of the items I read, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

4. I'll begin by asking about your satisfaction with various aspects of public safety. How satisfied are you with:

(A) Overall quality of local police protection ...	5	4	3	2	1	9
(B) The visibility of police in neighborhoods ...	5	4	3	2	1	9
(C) The visibility of police in retail areas.....	5	4	3	2	1	9
(D) The City's overall efforts to prevent crime	5	4	3	2	1	9
(E) Enforcement of local traffic laws.....	5	4	3	2	1	9
(F) Overall quality of local fire protection.....	5	4	3	2	1	9
(G) Quality of local ambulance service.....	5	4	3	2	1	9
(H) How quickly public safety personnel respond to emergencies.....	5	4	3	2	1	9
(I) Quality of animal control.....	5	4	3	2	1	9

5. Next, I'd like to ask you about parks and recreation. How satisfied are you with:

(A) Maintenance of City parks	5	4	3	2	1	9
(B) The number of City parks	5	4	3	2	1	9
(C) Walking and biking trails in the City	5	4	3	2	1	9
(D) City Swimming pools	5	4	3	2	1	9
(E) City Golf Courses	5	4	3	2	1	9
(F) Outdoor athletic fields (i.e. baseball, soccer, and flag football)	5	4	3	2	1	9
(G) The City's youth athletic programs	5	4	3	2	1	9
(H) The City's adult athletic programs.....	5	4	3	2	1	9
(I) Other City recreation programs, such as classes, trips, and special events	5	4	3	2	1	9
(J) Ease of registering for programs.....	5	4	3	2	1	9
(K) Fees that are charged for recreation programs.....	5	4	3	2	1	9

Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
-------------------	-----------------------	---------	--------------------------	----------------------	---------------

6. Now, I'm going to ask you about city maintenance. How satisfied are you with:

- | | | | | | | |
|---|---|---|---|---|---|---|
| (A) Maintenance of City streets..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (B) Maintenance of sidewalks in the city..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (C) Maintenance of street signs..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (D) Maintenance of traffic signals..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (E) Maintenance and preservation of
downtown Kansas City, MO..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (F) Maintenance of city buildings, such as
City Hall..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (G) Snow removal on major City streets..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (H) Snow removal on streets in residential
areas..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (I) Mowing and trimming along City streets
and other public areas..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (J) Overall cleanliness of City streets and
other public areas..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (K) Overall quality of trash collection services..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (L) Adequacy of City street lighting..... | 5 | 4 | 3 | 2 | 1 | 9 |

6m. Do you live in an area with new street lighting? YESNO

7. The next topic involves enforcement of city codes and ordinances. How satisfied are you with:

- | | | | | | | |
|---|---|---|---|---|---|---|
| (A) Enforcing the clean up of litter
and debris on private property..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (B) Enforcing the mowing and cutting of
weeds on private property | 5 | 4 | 3 | 2 | 1 | 9 |
| (C) Enforcing the maintenance of residential
property..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (D) Enforcing the exterior maintenance
of business property..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (E) Enforcing codes designed to protect
public safety and public health..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (F) Enforcing sign regulations..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (G) Enforcing and prosecuting illegal
dumping activities..... | 5 | 4 | 3 | 2 | 1 | 9 |

Very Satisfied Somewhat Satisfied Neutral Somewhat Dissatisfied Very Dissatisfied Don't Know

8. I'd now like to ask you some questions about City leadership. How satisfied are you with:

- (A) Overall quality of leadership provided
by the City's elected officials 5.....4.....3.....2.....1 9
- (B) Overall effectiveness of appointed boards
and commissions 5.....4.....3.....2.....1 9
- (C) Overall effectiveness of the city manager
and appointed staff 5.....4.....3.....2.....1 9

9. Next, I'm going to ask you questions about City communications. How satisfied are you with:

- (A) The availability of information about City
programs and services 5.....4.....3.....2.....1 9
- (B) City efforts to keep you informed about
local issues 5.....4.....3.....2.....1 9
- (C) The level of public involvement in local
decision making..... 5.....4.....3.....2.....1 9

CITY SPECIFIC QUESTIONS

10. During the past week, approximately how many minutes did you or other members of your household watch the City's cable television Channel 2?

- ____(1) zero/did not watch at all
- ____(2) less than 15 minutes
- ____(3) 15-59 minutes
- ____(4) 1-3 hours
- ____(5) more than 3 hours

11. I would now like you to rate Kansas City, Missouri, on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:

- | <u>How would you rate Kansas City, Missouri:</u> | <u>Excellent</u> | <u>Good</u> | <u>Neutral</u> | <u>Below Average</u> | <u>Poor</u> | <u>Don't Know</u> |
|--|------------------|-------------|----------------|----------------------|-------------|-------------------|
| (A) As a place to live | 5 | 4 | 3 | 2 | 1 | 9 |
| (B) As a place to raise children..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (C) As a place to work | 5 | 4 | 3 | 2 | 1 | 9 |

12. On a scale of 1 to 5 where 5 means “very SAFE” and 1 means “very UNSAFE,” please rate how safe you feel in the following situations:

<u>How would you rate Kansas City, Missouri:</u>	<u>Very safe</u>	<u>Safe</u>	<u>Neutral</u>	<u>unsafe</u>	<u>very unsafe</u>	<u>Don't Know</u>
(A) At home during the day	5	4	3	2	1	9
(B) At home at night	5	4	3	2	1	9
(C) In your neighborhood during the day.....	5	4	3	2	1	9
(D) In your neighborhood at night	5	4	3	2	1	9
(E) In City parks during the day	5	4	3	2	1	9
(F) In City parks at night	5	4	3	2	1	9

13. Were you or anyone in your household the victim of any crime in Kansas City, Missouri during the past 12 months?

____(1) Yes [ask #13a]

____(2) No

13a. [ONLY If YES to Q#13] Did you or another member of your household report the crime to the Kansas City, Missouri, Police Department?

____(1) Yes

____(2) No

____(9) Don't know

14. During the past 12 months, approximately how many times did you or other members of your household visit any parks in Kansas City, Missouri?

____(1) at least once a week

____(2) a few times a month

____(3) monthly

____(4) less than once a month

____(5) seldom or never

15. During the past 12 months, approximately how many times did you or other members of your household visit a park in Kansas City, Missouri that is near your home?

____(1) at least once a week

____(2) a few times a month

____(3) monthly

____(4) less than once a month

____(5) seldom or never

16. During the past 12 months, approximately how many times did you or other members of your household use City recreation facilities, such as swimming pools, community centers, sports fields, or golf courses?

____(1) at least once a week

____(2) a few times a month

____(3) monthly

____(4) less than once a month

____(5) seldom or never

17. Would you use the Internet to do any of the following?

- (A) Sign up for City parks and recreation programs? (1) Yes.... (2) No
(B) Pay municipal court fines? (1) Yes.... (2) No
(C) Obtain City permits? (1) Yes.... (2) No

DEMOGRAPHICS

18. Counting yourself, how many people regularly live in your household? _____

19. How many (counting yourself), are?

Under age 5	_____	Ages 20-24	_____	Ages 55-64	_____
Ages 5-9	_____	Ages 25-34	_____	Ages 65-74	_____
Ages 10-14	_____	Ages 35-44	_____	Ages 75+	_____
Ages 15-19	_____	Ages 45-54	_____		

20. Approximately how many years have you lived in the City of Kansas City?

_____ years

21. Do you own or rent your current residence?

- ____(1) Own
____(2) Rent

22. Which of the following best describes your race/ethnicity (check all that apply)?

- | | |
|--------------------------------|--------------------------------|
| ____(1) Asian/Pacific Islander | ____(4) Black/African American |
| ____(2) White | ____(5) Hispanic |
| ____(3) American Indian/Eskimo | ____(6) Other: _____ |

23. What is your age?

- | | |
|------------------|------------------|
| ____(1) under 25 | ____(4) 45 to 54 |
| ____(2) 25 to 34 | ____(5) 55 to 64 |
| ____(3) 35 to 44 | ____(6) 65+ |

24. Would you say your total household income is:

- ____(1) Under \$30,000
____(2) \$30,000 to \$59,999
____(3) \$60,000 to \$99,999
____(4) more than \$100,000
____(9) [DO NOT READ] refused

25. Respondent's sex: [do not ask]

- ____(1) Male
____(2) Female

26. Have you or other adult members of your household used the Internet from your home during the past week?

____(1) Yes

____(2) No

27. Do you have any other comments you would like to make before we end the survey?

The City of Kansas City Thanks You For Your Time - This Concludes the Survey.